

A practical system of constructive thinking that brings business and personal achievement.



"Why do so many men never amount to anything? Because they don't think."
—Edison.

MARK TWAIN once said that the average man didn't make much use of his head except for the purpose of keeping his necktie from slipping off.

And Prof. William James claimed that the average man uses only about a *tenth* part of his brain.

And Thomas Edison states emphatically that most men never amount to much because they don't *think*.

How about you? Are you using *your* head simply as a scarf-retainer? Are you using only 10% of *your* brain? Are you sitting, discouraged and discontented, at the foot of the ladder simply because you don't *think*?

It will pay you to find out.

Mind is the measure of every man. *Mental* power—not *physical* power—wins business battles and builds bank accounts.

The man with *brains* to sell fixes his own price, but the man who brings only *brawn* to market must be satisfied with the lowest wage that brute force brings.

In every age, in every clime and in every field of human endeavor the *trained thinker* wins where the *thoughtless toiler* fails.

Twain, James, Edison, Roosevelt, Rockefeller, Schwab, Carnegie, Woolworth, Wanamaker, Morgan, Hill, Harriman, Ford, Marconi the Wright brothers and all other successful men reached their goals not because they knew how to use their *muscles* but because they knew how to use their *minds*. Does anybody doubt this? Isn't it admitted by all? Doesn't every one with "brains enough to grease a gimlet" *know* that it's true?

Only One Road to Success

Yes, indeed, there is only *one* road that leads to success and that is the *mental* road. If you expect to accomplish anything worth while by any other method than the *development* and *use* of your mental faculties, you are simply deceiving yourself. And the biggest fool in the world is the man who fools himself.

A recent magazine article states that intelligence tests in this country disclose the deplorable fact that 83% of the people are morons. You won't find the word "moron" in many dictionaries. It means a person with the mental development of a normal fourteen-year-old child.

Is it any wonder why so few people achieve any considerable success in life, when such an enormous percentage of them are so lacking in mental power? Such people have no more chance in competition with trained minds than a midget has to lick a prize-fighter.

And isn't it simply absurd, when you stop to think about it, that most people are striving for success and yet they are doing absolutely nothing to strengthen and develop their *minds*, which is the *only* part of them with which they can ever hope to win success.

The principal reason that the trained *thinker* gets ahead is because he has so little competition.

The *unthinking* toiler works hard for small pay because almost anyone can do his work.

What are *you* doing—as the days go by—to develop *your* mind? Are you more efficient mentally than you were a month ago—or a year ago? If not, you are standing still. You haven't even started on the road that leads to *bigger* and *better* living.

Missing Success By a Hair's Breadth

The difference between *success* and *failure* is often but the breadth of a hair.

The man who is making *twice* as much as you are has nowhere near *twice* the intellectual ability. The man who enjoys an income of \$10,000 a year is not *five* times the mental superior of the man who receives only \$2,000.

Get this FREE BOOK

If you are interested in learning

- How to think like an arrow.
- How to compel attention.
- How to master important problems.
- How to overcome fear and worry.
- How to "tune up" your mental motor.
- How to develop new methods.
- How to originate new ideas.
- How to learn quickly and easily.
- How to attract valuable friends.
- How to have more time for play.
- How to out-think the average man.
- How to make your mind a mental mazda.
- How to stop thinking in circles.

Thousands upon thousands of earnest, aspiring men are *almost* successful. But in this connection a miss is as *bad* as a mile.

With just a little more *mental* force—with a slightly better trained *mind*—with a little clearer knowledge of *right* thinking—hundreds of men who are now struggling along in the Poor-Pay Army—footsores and weary—would immediately find themselves equipped to command from *two* to *ten* times their present incomes.

Probably the man who makes \$1,000 a month is only 10% to 20% better trained mentally than the man who is *trying* to make both ends meet on \$100 a month. This is a *fact*. And it should be a most *encouraging* fact to every man who wants to be *somebody* and get *somewhere*.

The greatest thinkers the world has ever known have hardly more than scratched the surface of their latent mental powers.

Improve your mental power only 10% and you will *multiply* your earning capacity.

Get This New Book

We have just published a new book—*The Secret of Mental Power*. We will gladly send you a copy upon request with our compliments and good wishes. And we want to state—as forcefully as we know how—that you will find it one of the most interesting and mind-spurring books you ever read.

If you had to quit work for a month in order to get and read this book, it would probably be one of the most profitable months you ever spent. But you don't have to do that. It takes but an *instant* to sign the coupon. You get the book for *nothing*. And you can read it in *twenty minutes*, as it is a small book of 32 pages and 16 illustrations.

Send for a copy of this book today. It tells about the most practical, common-sense system of constructive thinking—the easiest and quickest method of mind-building ever discovered—the secret of developing mental power in a way that is as fascinating as a game.

This book shows you the difference between *disconnected*, *irrational*, *faulty* thinking and *coordinated*, *normal*, *true* thinking.

It shows how you can tell by a man's appearance whether he is a *true* thinker or a *faulty* thinker.

It shows how a *wrong* thought produces a *wrong* action that brings a *wrong* result. And how a *right* thought brings a *right* action that can bring only a *right* result.

It shows the immediate and favorable result of *virile* constructive thinking and the disastrous results of *flabby*, *impotent*, *haphazard* thinking.

In other words it gives you the solution of correct thought processes, which is the *only* secret of mental power.

Now Is the Time

Send for *The Secret of Mental Power* now. Do not delay. Do not put it off. Tomorrow you may forget all about it. And the loss will be yours, not ours. For although we have printed an edition of 20,000 copies, we do not expect to have a single one left at the end of thirty days. They are going—and going *fast*. Therefore act at once, for as Sophocles so truly said, "Heaven never helps the man who will not act."

Don't let the fact that you can get this book easily and at no cost deter you from sending for it or cause you to make the fatal mistake of undervaluing it.

There is, of course, no way of judging in advance how immensely valuable this little book may be to you. But by waking you up mentally—by showing you how to think straight—by showing you an interesting way to build mind power—it will convincingly prove to you that it is one of the most valuable messages that ever reached your mind, and that in taking advantage of this free offer you took a wise and positive step toward greater *mental* power.

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